

Committee on Foreign Affairs

Prospectus of Hearings

U.S. Ideological Effort: Government Agencies and Programs

Prepared for

Subcommittee on International Organizations
and Movements

Committee on Foreign Affairs

1. Schedule:

Hearings to begin Monday, January 13, at 10:00 a.m. and to continue for three or four days. Only one session (morning) to be held each day.

2. Place:

Committee on Foreign Affairs, U. S. Capitol.

3. Type of Hearing:

Executive sessions with testimony from government witnesses.

4. Purposes:

To develop more fully subject matter outlined in Parts II, III and V of the enclosed staff study, namely --

Aims and Objectives of the U.S. ideological effort on the governmental level;
Formulation of policy in this field;
Implementation of policy: coordination of governmental efforts, and coordination of private activities with governmental programs.

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5. Explanation of Purpose:

Hearings held before the Subcommittee in 1963, and the staff study, suggest the existence of certain basic shortcomings in the U. S. ideological effort. It has been contended, for instance --

that the Executive Branch has not attempted to weld various non-military and non-economic programs having direct bearing on foreign policy into a cohesive effort aimed at support of such policy;

that policy decisions arrived at within the top echelon in the government are not effectively implemented by various departments and agencies;

that many relevant programs lack clearly-defined goals and objectives;

that excessive emphasis has been placed in governmental information and exchange programs on "image projection" -- i.e., simple exposure of foreign target audiences to American ideas and way of life -- at the expense of other -- and politically more productive -- efforts;

and that the Executive Branch has failed to take advantage, and maximize the impact, of various private programs and activities which parallel and could supplement governmental efforts expended in support of foreign policy.

The first set of hearings in 1964 (January) may concentrate on these alleged shortcomings of the U.S. ideological effort. Government witnesses -- policy formulating and coordinating officials of State, Defense, CIA, AID and USIA -- would be asked to comment on these and related charges.

6. Prospective Witnesses:

a. Department of State:

W. Averell Harriman, Under Secretary of State for Political Affairs
Walt W. Rostow, Chairman, Policy Planning
Lucius D. Battle, Assistant Secretary for Educational and Cultural Affairs
Robert J. Manning, Assistant Secretary for Public Information

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b. United States Information Agency:

Thomas C. Sorenson, Deputy Director for Policy and Planning
John P. Knight, Agency Planning Officer
Lowell Bennett, Director, Office of Public Information
Sanford S. Marlowe, Director, Office of Private Cooperation
Frederick O. Bundy, Intra-Governmental Operations

c. Agency for International Development:

David E. Bell, Administrator
Hollis B. Chenery, Assistant Administrator for Program Coordination
Dr. Leona Baumgartner, Assistant Administrator, Office of Human
Resources and Social Development
Edwin R. Bayley, Director, Information Staff

d. Department of Defense:

William P. Bundy, Assistant Secretary for International Security
Norman Paul, Assistant Secretary for Manpower
Arthur Sylvester, Assistant Secretary for Public Affairs
John C. Broger, Director, Armed Forces Information and Education
Maj. Gen. Victor H. Krulak, Special Assistant for Counter-Insurgency
and Special Activities, Joint Chiefs of Staff

e. Central Intelligence Agency:

John McCone, Director